



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Jeffrey P. Bezos et al.  
Application No. : 09/437,815  
Filed : November 10, 1999  
For : METHOD AND SYSTEM FOR ALLOCATING DISPLAY SPACE

Docket No. : 249768014US

Assistant Commissioner for Patents  
Washington, DC 20231

ELECTION UNDER 37 C.F.R. §§ 3.71 AND 3.73 AND POWER OF ATTORNEY

Sir:

The undersigned, being Assignee of the entire interest in the above-identified application by virtue of an Assignment filed concurrently herewith, a copy of which is enclosed, hereby elects under 37 C.F.R. § 3.71, to prosecute the application to the exclusion of the inventors.

Assignee hereby appoints JERRY A. RIEDINGER, Registration No. 30,582; MAURICE J. PIRIO, Registration No. 33,273; JOHN C. STEWART, Registration No. 40,188; MICHAEL D. BROADDUS, Registration No. 41,637; BRIAN P. MCQUILLEN, Registration No. 41,989; TARANEH MAGHAME, Registration No. 43,768; CATHERINE HONG TRAN, Registration No. 43,960; ROBERT G. WOOLSTON, Reg. No. 37,263; PAUL T. PARKER, Reg. No. 38,264; and JOHN M. WECHKIN, Reg. No. 42,216, as the principal attorneys with full power of substitution, association, and revocation to prosecute said application, to transact all business in the Patent and Trademark Office connected therewith, and to receive the letters patent therefor. Please direct all direct all telephone calls to Maurice J. Pirio at (206) 583-8888 and telecopies to (206) 583-8500.

Please direct all correspondence to:

Maurice J. Pirio  
Perkins Coie LLP  
1201 Third Avenue, Suite 4800  
Seattle, Washington 98101-3099

Pursuant to 37 C.F.R. § 3.73, the undersigned duly authorized designee of Assignee certifies that the evidentiary documents have been reviewed, specifically the Assignment

to Amazon.com, Inc. filed concurrently herewith for recording, a copy of which is attached hereto, and certifies that to the best of my knowledge and belief, title remains in the name of the Assignee.

Assignee's counsel is authorized to insert the application number when it becomes available.

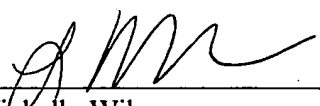
Amazon.com, Inc.

\_\_\_\_\_  
Date

MJP:jc

Enclosure:

Copy of Assignment

  
\_\_\_\_\_  
L. Michelle Wilson  
Vice President and General Counsel

## ASSIGNMENT

WHEREAS, we, Jeffrey P. Bezos, Gus Lopez, and Joel R. Spiegel ("ASSIGNORS"), having post office addresses of 2608 Second Avenue, #150, Seattle, Washington 98121; 3821 N.E. 45<sup>th</sup> Street, #21, Seattle, Washington 98105; and 14026 227<sup>th</sup> Avenue N.E., Woodinville, Washington 98072, respectively, are the joint inventors of an invention entitled "METHOD AND SYSTEM FOR ALLOCATING DISPLAY SPACE," as described and claimed in the specification for which an application for United States letters patent was filed on November 10, 1999 and assigned Application No. 09/437,815.

WHEREAS, Amazon.com, Inc. ("ASSIGNEE"), a corporation of the State of Delaware having a place of business at 1200 12<sup>th</sup> Avenue South, Seattle, Washington 98144, is desirous of acquiring the entire right, title, and interest in and to the invention and in and to any patents that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby sells, assigns, and transfers unto ASSIGNEE, its legal representatives, successors, and assigns, the entire right, title and interest in and to the invention as set forth in the above-mentioned application, including any continuations, continuations-in-part, divisions, reissues, re-examinations, or extensions thereof, any other inventions described in the application, and any and all patents of the United States of America and all foreign countries that may be issued for the invention, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from the United States application to which foreign applications are entitled by virtue of international convention, treaty or otherwise, the invention, application and all patents on the invention to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same

would have been held and enjoyed by ASSIGNOR had this assignment, transfer, and sale not been made.

UPON THE ABOVE-STATED CONSIDERATIONS, ASSIGNOR agrees to not execute any writing or do any act whatsoever conflicting with this assignment, and at any time upon request, without further or additional consideration but at the expense of ASSIGNEE, execute all instruments and documents and do such additional acts as ASSIGNEE may deem necessary or desirable to perfect ASSIGNEE's enjoyment of this grant, and render all necessary assistance required for the making and prosecution of applications for United States and foreign patents on the invention, for litigation regarding the patents, or for the purpose of protecting title to the invention or patents therefor.

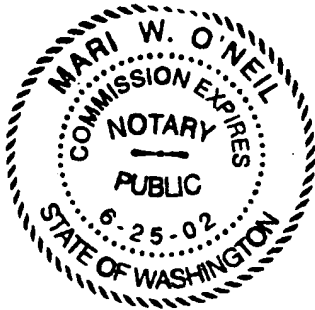
ASSIGNOR authorizes and requests the Commissioner of Patents and Trademarks to issue any Patent of the United States that may be issued for the invention to ASSIGNEE.

ASSIGNEE's counsel is authorized to insert the official filing date and application number information when it becomes available.

11/22/99  
Date  
State of Washington)  
County of King)

Jeffrey P. Bezos  
Jeffrey P. Bezos  
ss.

I certify that I know or have satisfactory evidence that Jeffrey P. Bezos is the person who appeared before me, and the person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.



Dated 11/22/99  
Signature of Mari W. O'Neil  
Notary Public  
Printed Name Mari W. O'Neil  
My appointment expires 6/25/02

November 16, 1999  
Date \_\_\_\_\_  
State of \_\_\_\_\_ )  
County of \_\_\_\_\_ )

Gus Lopez  
Gus Lopez \_\_\_\_\_  
ss.

I certify that I know or have satisfactory evidence that Gus Lopez is the person who appeared before me, and the person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.

Dated \_\_\_\_\_

Signature of  
Notary Public \_\_\_\_\_

Printed Name \_\_\_\_\_

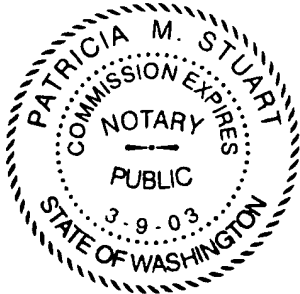
My appointment expires \_\_\_\_\_

11-15-99  
Date  
State of Washington)  
County of King)

Joel R. Spiegel

ss.

I certify that I know or have satisfactory evidence that Joel R. Spiegel is the person who appeared before me, and the person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.



Dated 11-15-99

Signature of  
Notary Public

Patricia M Stuart

Printed Name

PATRICIA M STUART

My appointment expires

3-9-03